

QR Codes—Your Link between the Electronic and Paper Worlds

Today, marketers are creating exciting, new cross media strategies by including digital QR codes on printed pieces across the marketing mix; from collateral to bill statements to signage and product placement, the applications are endless.

Xerox 700 Digital Color Press Specifications

Key Features:

- 100% duty cycle
- 100% uptime
- 100% reliability
- 100% productivity
- 100% quality
- 100% security
- 100% support
- 100% service
- 100% satisfaction

Key Specifications:

- 100% duty cycle
- 100% uptime
- 100% reliability
- 100% productivity
- 100% quality
- 100% security
- 100% support
- 100% service
- 100% satisfaction

Key Benefits:

- 100% duty cycle
- 100% uptime
- 100% reliability
- 100% productivity
- 100% quality
- 100% security
- 100% support
- 100% service
- 100% satisfaction

Xerox 700 Digital Color Press
A Powerful Performer.
A Solid Value.

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What are QR codes?

Quick Response (QR) codes are just that: codes, as in the examples shown here. Using a camera on your mobile phone, you can take a picture of the code (scan the code), and be automatically directed to a website for more information. Or, you can embed text into the QR Code so that when it is scanned, the information will appear. Your information can be shared instantaneously and is available wherever, whenever you want it.

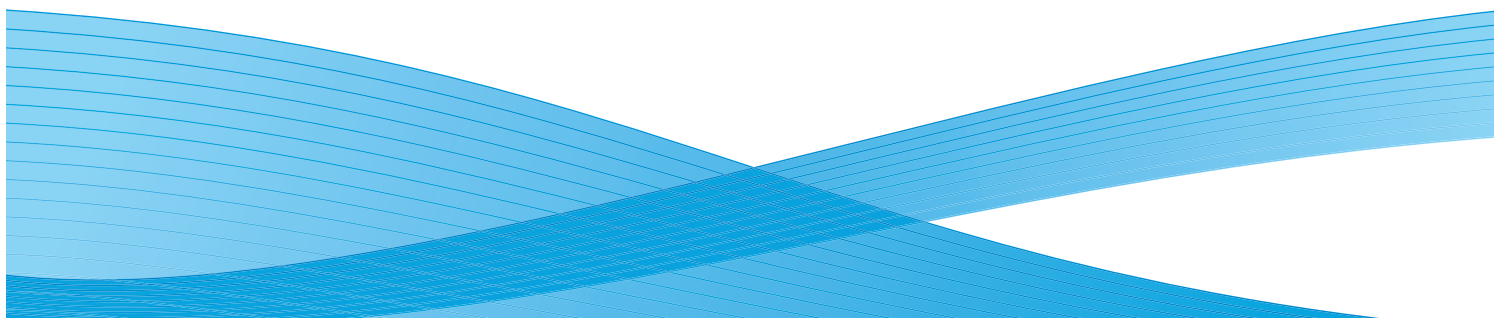
you into the captivating city's unique culture.

This traveling series will be displayed at 24 European cities throughout the next year, so don't miss your opportunity to see this collection!

For more details, visit:
<http://www.submergeinculture.com>

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QR codes provide easy linkage between electronic and print media.

What technology do you need on your smart phone?

All you need is a camera on your smart phone along with a QR reader application. QR readers are often pre-loaded on smart phones or can be downloaded from the web. A sample of the free applications available today include:

- BeeTagg: <http://get.beetag.com/en/qreader/download>
- i-nigma: <http://www.i-nigma.mobi>
- Kaywa: <http://reader.kaywa.com>

(iPhone users—download your free reader directly from the Apple App Store)

Try this link . . .



How are QR codes generated? How can I create them?

Xerox can help.

Xerox® FreeFlow® VI Suite generates static or variable QR codes enabling you to direct customers, no matter where they are—in an airport, hotel, restaurant or coffee shop—to any web site.

QR codes enable print providers to offer their customers new applications and new revenue streams.

Use QR codes for:

- Postcard invitations: QR codes take you directly to registration sites
- Automated collateral fulfillment: QR codes direct you to collateral ordering pages
- Promotions and teasers: QR codes take you directly to contest entry or informational sites.
- And so much more . . .



Software applications from Xerox and Xerox Business Innovation Partners can automate the creation of QR Codes.

FreeFlow®
Digital Workflow Collections

VIPP Pro
Publisher

XM
PIE

LYTROD
SOFTWARE

GMC
SOFTWARE TECHNOLOGY

one to one in one™

